



“So, what can I do about it?”

YOU can play a powerful role in eliminating underage drinking.

If you have ① minute...

- **Say thank you.** Encourage those who are already helping to make a difference. Thank parents for hosting alcohol-free parties for teens, thank local store owners for removing alcohol ads that might appeal to kids, and thank the clerks at your local stores when you see them carding somebody.
- **Watch yourself.** Pay attention to the way you talk about alcohol around other people, or to the way you react to alcohol commercials on television. If we're going to change society's expectations around underage drinking, we need to start with our own behavior.
- **Speak up.** Give a voice to the silent majority by letting your peers know how you feel. That way you can all support each other—Parent to parent, teen to teen, business owner to business owner.

If you have ⑤ minutes...

- **Surf the web.** Arm yourself with the facts! Learn more about underage drinking prevention by visiting national websites like www.camy.org, www.madd.org, www.beawarenow.org, www.jointogether.org. Join email lists for regular updates about the issue.
- **Talk it up.** Share what you learn with friends, family, neighbors, and colleagues.

If you have ⑩ minutes...

- **Be a watchdog.** Be on the lookout for TV, radio, internet, and magazine alcohol ads that might target young people. If the ad is national, speak out through the Marin Institute's web-based complaint tool: www.marininstitute.org/talkback. If the ad is local, speak up by contacting advertisers directly.
- **Be an activist.** Let decision-makers know how you feel! Check out the latest research-based policy recommendations at www.alcoholpolicysolutions.net and www.cspinet.org/booze.
 - *State:* To receive e-mail updates on upcoming state legislation, contact MAPP, the Maine Association of Prevention Programs, at mrice@masap.org. For a list of Maine legislative contacts, visit janus.state.me.us/house/townlist.htm.
 - *Federal:* To contact your representatives in the U.S. Congress, visit Senators Olympia Snowe and Susan Collins at senate.gov; and Congressmen Tom Allen and Mike Michaud at house.gov.
 - *Local:* For resources on municipal-level policy change, contact MESAP: Maine's Environmental Substance Abuse Prevention Center, at mesap@mcd.org, (207) 773-7737.

If you want to do even more...

- **Write it up.** Whether it's a letter to the editor of a local newspaper, or an article for your newsletters or bulletins, share your concerns and proposed solutions regarding underage drinking.
- **Educate ADULTS.** Increase adult awareness about the harms and penalties associated with furnishing alcohol to minors. For example, you can partner with local alcohol retailers to place “sticker shockers” on multi-packs of alcohol. For information, visit maine.gov/dhhs/bds/osa/prevention/sticker.
- **Join a coalition!** Even though you can accomplish a lot working on your own, there is strength in numbers. [INSERT INFO ABOUT LOCAL COALITION HERE] For information about coalitions in your area, contact OSA's resource center: osa.ircosa@maine.gov, 800-499-0027 (In-State) or 207-287-8900.

For more
information,
contact:



MESAP: Maine's Environmental Substance Abuse Prevention Center
A project of Medical Care Development, Inc. (207) 773-7737; mesap@mcd.org

MAPP: Maine Association of Prevention Programs
A program of the Maine Association of Substance Abuse Programs
(207) 621-8118; mrice@masap.org